

# COCOWALK

Marketing Brief

May 2021

Dear Merchant Partners,

Each month we will be sharing news, updates and opportunities to amplify your marketing strategy, as well as opportunities to participate in the CocoWalk marketing programs and initiatives. If you are not the best contact to receive this communication, please **reply** to [bcastro@grassrivermgmt.com](mailto:bcastro@grassrivermgmt.com) with the best point of contact (name and email). If you would like to set-up a meeting or call to brainstorm your summer/fall strategy, please **reply** to [bcastro@grassrivermgmt.com](mailto:bcastro@grassrivermgmt.com). We look forward to partnering with you.

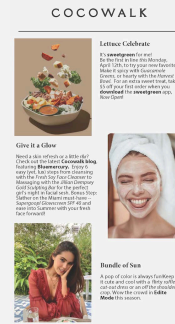
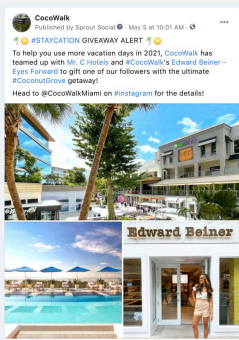
## Welcome sweetgreen & School of Rock!



## JUNE Partnership Opportunities

The CocoWalk newsletter is emailed to customers 2 times per month to 8,466 subscribers, and features 3 tenants/activations/promotions. All merchants are on the list, and should expect to receive the email of the 10th and 20th of the month. Please check your junk mail.

There are 6,612 followers on **Instagram** and 10,653 followers on **Facebook**. Please tag CocoWalk in your posts and stories.



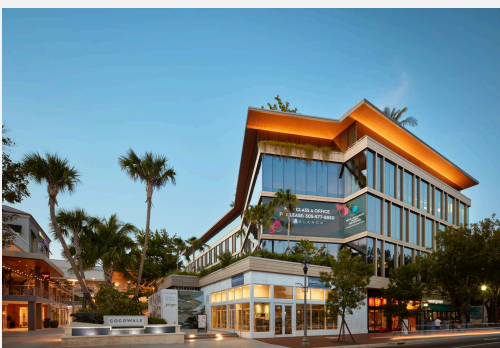
To increase the probability of being featured via the CocoWalk social channels, please provide June content by **replying** to [bcastro@grassrivermgmt.com](mailto:bcastro@grassrivermgmt.com) by the 28th of May.

Suggested content may include:

- Holiday specials:
  - 6/2/21- Global Running Day, 6/6/21- National Eye-wear Day, 6/7/21-National Chocolate Ice-cream Day, 6/20/21- Father's Day & 6/21/21- International Yoga Day
- Order on-line and pick-up curbside promotions
- Trunk shows or clearance sales
- New seasonal menus
- Happy Hour and brunch specials
- Other
  - Please include a short description about your event/promotion. We will make edits to fit the property's voice as needed. Hi-res, formatted images (NOTE: we are unable to resize/format images for you). Stock photos/images with copy overlay do not perform as well as "real-time" neighborhood images. Recommended sizes: Instagram 1080x1080 Facebook 1200x1200. Videos, Reels and TikTok are also great!

## In the News

**MiamiHerald.com** features the resurgence of CocoWalk in Coconut Grove during the pandemic and highlights several open and soon to come tenants like PLANTA Queen, MisterO1, and Late Night Gypsy.

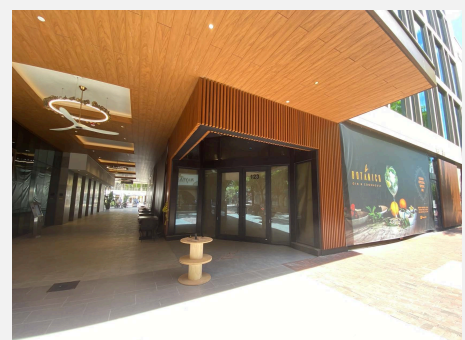


## Coming Soon

Botanico Gin & Cookhouse

Sushi Garage

Gas Bijoux



# COCOWALK

3015 Grand Ave Coconut Grove, FL 33133

[cocowalk.com](http://cocowalk.com)

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